

# WHAT FLOWERING TREE IS THAT?

A HANDBOOK FOR THE TROPICS



EDWIN A. MENNINGER  
*"The Flowering Tree Man"*  
STUART, FLORIDA

*Announcing My 1956 Catalog Entitled-*

## WHAT FLOWERING TREE IS THAT?

After a lapse of three years, I am publishing in December a comprehensive catalog describing in some detail approximately 1000 flowering tropical trees which are growing at my place in Stuart, Florida, many of which are available to the home owner who wants the unusual. Most of them have been grown from seed that I import from every warm country on earth. A surprisingly large number of them are much at home in South Florida and are beginning to be seen in gardens everywhere. Many of them are half hardy and will grow much farther north, though I do not pose as an authority on their hardiness, for a great many of them are untried. Experience is the only sure teacher.

There are probably 3,000 different tropical trees that bear beautiful flowers. You and I cannot know them all. Yet for a score of years I have been an arm chair traveller of the highways of the tropics, looking for the outstanding ornamentals of all countries, seeking to understand which can be called the most beautiful, getting seed of hundreds and hundreds of them, undertaking to grow them in my backyard so that I may learn at first hand what they will do in Florida. If you get trees from me, you are sharing in that experiment. There are a large number of tropical trees that rival the Royal Poinciana in magnificence, yet I venture to say that most of them you have never heard of. Some of them are offered in my new catalog; others are promised for the future. They are definite prospects for a more beautiful Florida landscape.

A wonderful feature of this new catalog is the large number of illustrations. Nearly two hundred striking photographs help you recognize many different kinds of showy-flowered trees when you see them. No other book in print gives you this advantage.

Another feature of the catalog is the grouping of trees that resist salt spray and are suitable for planting near the ocean. Exceptionally good shade trees are grouped, because sunny Florida needs shade. Outstanding wind-resistant trees are suggested. Trees that sustain occasional inundation without damage are listed. Other special needs of homeowners are considered. There is even a brief study of how to grow tropical trees from seed.

The descriptions in this catalog are taken from hundreds of reference books, combed with diligence to tell you in plain language what some authority says about each tree. It would cost you \$500 to buy the books that are condensed in this volume. Better order today! Fill out the attached blank and mail it while it is on your mind. Yours for a more beautiful Florida!

EDWIN A. MENNINGER.

### ORDER BLANK

Edwin A. Menninger  
The Flowering Tree Man  
Stuart, Florida  
Dear Sir:

For the enclosed \$1.50 please send me your 1956 CATALOG OF FLOWERING TROPICAL TREES as soon as it is off the press.

☐ Check here if you want the Autographed, DeLuxe, Clothbound Edition at \$3.



*IT IS NO MORE DIFFICULT* to grow beautiful trees than it is to cultivate an Australian pine or a seedling mango. Let's make Florida's landscape beautiful!

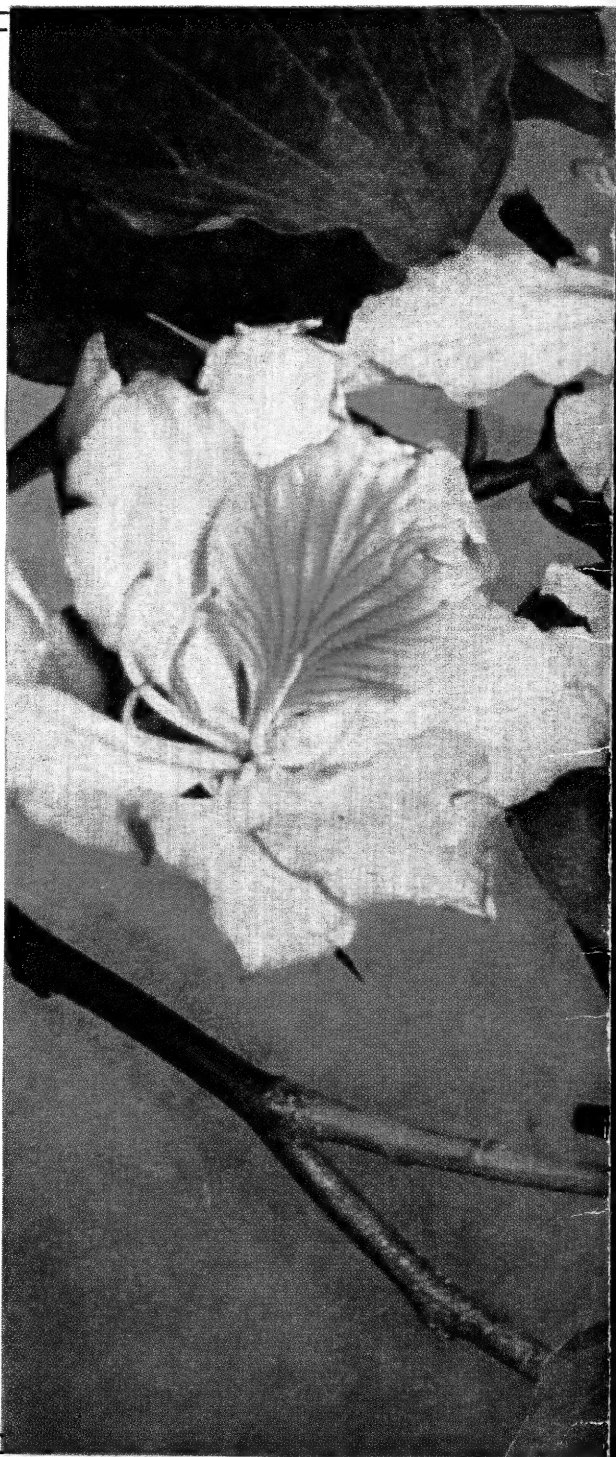
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## *My 1956 Catalog*



is worth your money as a reference book, if you never expect to buy or plant the first tree. You will find in it an amateur's description of hundreds of trees you've never heard of perhaps, but which are coming into common cultivation in Florida. Pictures galore have been added to enable you to identify these newcomers at sight. No expense has been spared to make this the most comprehensive book on tropical flowering trees to be found anywhere in the world. You cannot afford to be without it!

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*YOU HAVE HEARD IT SAID* that a desert is a place where no trees grow because it doesn't rain; but I say unto you that a desert is a place where it doesn't rain because there are no trees!